

**FOR  
IMMEDIATE  
RELEASE**



**KARIM RASHID**  
***MOMO100PINK & PLEASURSCAPE***  
**April 14 – April 28, 2001**

Deitch Projects is pleased to present two ambitious new sculptural projects by Karim Rashid, *Momo100Pink* and *Pleasurescape*, along with one hundred drawings from his sketchbooks.

*Momo100Pink* is a conceptual project for seating one hundred people. It is both a giant sofa and a complex sculptural form. It is a fusion of art and design, mixing fantasy, practicality, and strong abstract form. The work was made for the Belgian Biennale 2000 in Kortijk, Belgium. This is its first presentation in the United States.

Karim Rashid describes *Momo100Pink* as:

An abstract proposal of a two-dimensional surface that forever moves into diverse elevation to create a complex forum for seating, entertaining, meeting, relaxing, sleeping. It is a 'collective' couch/bench that engages the spirit of an ever-vast non-stop digital foray of an ad-infinitum place that undulates in a free-space.

Seating for 100: The pink upholstered bench continues in an endless loop— to allude to the notions of our digital age – flexibility, temporality, casualness, personalization, privacy, public space and diverse interaction.

**CONTINUED ON REVERSE**

*Pleasurescape* is an environment of twenty-four modules laid out in a grid on the floor. There are twelve “chaises,” and twelve “double pods.” Like *Momo100Pink* it is a structure for social interaction, but because of the enveloping nature of the forms, it is also a setting for individual meditation. The work can be reconfigured and can be expanded or contracted. Units can also be hung on the wall as sculpture.

The one hundred drawings in the exhibition are pages from the artist's sketchbooks. They span twenty years of his work and include his original concepts for some of his best known objects such as the *O Chair* and the *Garbo Can*.

Karim Rashid is one of the key figures in the design of the new “esthetic economy.” For Rashid, “design is the whole experience of living.” He is one of the most influential figures in the current fusion of art and design.

**GALLERY HOURS 12 – 6, TUESDAY – SATURDAY**  
**OFFICE HOURS 10 – 6, MONDAY - SATURDAY**  
**FOR ADDITIONAL INFORMATION CONTACT**  
**ELIZABETH SCHWARTZ AT 343-7300**